GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:162
ANSWERED ON:17.07.2017
India as Global Hotspot in Tourism
Bhatt Smt.Ranjanben

Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that the Government is considering to work on a large scale for transforming the country in to a global hotspot in tourism;
(b) whether the Government has taken any steps in this direction till date; and
(c) if so, the details thereof and if not, the reasons therefor?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (c): The Ministry of Tourism is working on following three pronged strategy for developing India as a Global Tourism destination:

1. Development of infrastructure
2. Creating tourist friendly environment
3. Promotion and Publicity in the overseas and domestic markets

To meet the requirements of infrastructural gaps at tourism destinations, the Ministry has launched two schemes in 2014-15 i.e. Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits and PRASAD- Pilgrimage Rejuvenation and Spiritual Augmentation Drive. The Ministry has sanctioned 63 projects for Rs.5309.95 crore under Swadesh Darshan scheme and 19 projects for Rs.529.12 crore under PRASAD scheme as on 30.06.2017.
For creating conducive environment for tourists the Ministry has implemented facilities of E-Visa, WiFi connectivity at tourist destinations, Web based public delivery system, 24X7 helpline service, Safety and Security, Cleanliness at the tourist destinations.

For creating awareness about the tourism products of the country, the Ministry is promoting India as a holistic destination as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the domestic and international markets, under the Incredible India brand-line. The Ministry also promotes the tourism destinations and products through its websites and publicity and promotional material produced by it from time to time.

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